

Claims

What is claimed is:

1. A method comprising:
displaying a portion of an electronic program guide (EPG); and
displaying an enhanced program listing for at least one of the program listings of the EPG portion.
2. The method of claim 1, wherein the enhanced program listing comprises text displayed differently than program listings surrounding the enhanced program listing in the EPG portion.
3. The method of claim 1, wherein the EPG comprises a three dimensional (3D) EPG and displaying the enhanced program listing comprises displaying the enhanced program listing as a 3D graphic text appearing above the level of other program listings of the EPG portion in 3D space.
4. The method of claim 1, wherein the EPG comprises a 3D EPG and displaying the enhanced program listing comprises displaying the enhanced program listing as a 3D graphic image appearing above the level of other program listings of the EPG portion in 3D space.
5. The method of claim 4, wherein the 3D graphic image comprises a logo identifying a television program described by the enhanced program listing.

6. The method of claim 4, wherein the 3D graphic image comprises a character image identifying a character of a television program described by the enhanced program listing.

7. The method of claim 1, wherein the EPG comprises a 3D EPG and displaying the enhanced program listing comprises displaying the enhanced program listing as animation appearing above the level of other program listings of the EPG portion.

8. The method of claim 1, wherein the EPG comprises a 3D EPG and further comprising displaying a plurality of enhanced program listings at different heights of 3D space above a level of other program listings within the EPG portion.

9. The method of claim 1, further comprising removing the display of the enhanced program listing.

10. The method of claim 1, further comprising rendering an audio segment associated with display of the enhanced program listing for perception by a viewer of the EPG.

11. The method of claim 1, further comprising displaying a video clip associated with the enhanced program listing on at least a portion of a display.

12. The method of claim 1, wherein displaying the enhanced program listing comprises displaying an icon indicating that interactive content associated

with a program identified by the enhanced program listing is available for access over the Internet.

13. The method of claim 1, further comprising accepting an enhanced program listing for inclusion in the EPG in return for value.

14. An article comprising a medium storing instructions that enable a processor-based system to:

display a portion of an electronic program guide (EPG); and

display an enhanced program listing for at least one of the program listings of the EPG portion.

15. The article of claim 14, wherein the enhanced program listing comprises text displayed differently than program listings surrounding the enhanced program listing in the EPG portion.

16. The article of claim 14, wherein the EPG comprises a three dimensional (3D) EPG and instructions to display the enhanced program listing comprise instructions to display the enhanced program listing as a 3D graphic text appearing above the level of other program listings of the EPG portion in 3D space.

17. The article of claim 14, wherein the EPG comprises a 3D EPG and instructions to display the enhanced program listing comprise instructions to display the enhanced program listing as a 3D graphic image appearing above the level of other program listings of the EPG portion in 3D space.

18. The article of claim 17, wherein the 3D graphic image comprises a logo identifying a television program described by the enhanced program listing.

19. The article of claim 17, wherein the 3D graphic image comprises a character image identifying a character of a television program described by the enhanced program listing.

20. The article of claim 14, wherein the EPG comprises a 3D EPG and instructions to display the enhanced program listing comprise instructions to display the enhanced program listing as animation appearing above the level of other program listings of the EPG portion.

21. The article of claim 14, wherein the EPG comprises a 3D EPG and further comprising instructions to display a plurality of enhanced program listings at different heights of 3D space above a level of other program listings within the EPG portion.

22. The article of claim 14, further comprising instructions to remove the display of the enhanced program listing.

23. The article of claim 14, further comprising instructions to render an audio segment associated with display of the enhanced program listing for perception by a viewer of the EPG.

24. The article of claim 14, further comprising instructions to display a video clip associated with the enhanced program listing on at least a portion of a display.

25. The article of claim 14, wherein instructions to display the enhanced program listing comprises instructions to display an icon indicating that interactive content associated with a program identified by the enhanced program listing is available for access over the Internet.